



NoonTalk Media

(Company Registration Number:201108844H)

FOR IMMEDIATE RELEASE

NoonTalk Media Announces Half-Year 2023 Results

- Net cash position of S\$5.5 million¹ as NoonTalk Media gears up for next phase of growth
- NoonTalk Media will continue to expand its portfolio of local and regional artistes, strengthen its regional presence with high-quality content, and capitalise on the return of live events

SINGAPORE, February 14, 2023—NoonTalk Media Limited (“NoonTalk Media” or the “Company”), a Singapore-based media entertainment company specialising in artiste and talent management, multimedia production and event conceptualisation, today announced its financial results for the half-year ended 31 December 2022 (“1H2023”) following its recent listing on 22 November 2022.

1H2023 Performance

S\$ million	1H2023	1H2022	Y-o-Y Change
Revenue	2.0	2.2	(10.9%)
Gross Profit	0.2	0.4	(47.4%)
Net Profit/ (Loss)	(2.1)	(0.7)	195.9%
Adjusted Net Profit/ (Loss) *	(0.6)	(0.6)	2.2%

* Excludes one-off listing and associated expenses of S\$1.5 million (S\$0.1 million for 1H2022)

**Figures may differ as it is rounded up to 1decimal point

NoonTalk Media’s revenue eased 10.9% y-o-y to S\$2.0 million following a decrease in revenue contribution from its management and events segment. There was a higher demand

¹ Cash and cash equivalents of S\$6.6 million less borrowings of \$1.1 million as at 31 December 2022



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for artiste engagement from the previous period, 1H2022, for Covid-19 related campaigns. The Company also experienced seasonally weaker business activities in the reporting period.

As for the Company's production segment, a marginal increase in revenue was observed following the success of its latest film, "The Antique Shop", and other live events. The revenue from the segment was partially offset by a decrease in revenue from drama and livestream events.

Gross Profit contracted 47.4% y-o-y to S\$0.2 million due to an increased use of external vendors as projects moved to physical live events. Administrative costs expanded 210.6% y-o-y to S\$2.3 million due to the one-off listing and associated expenses of S\$1.5 million, an expansion in headcount and higher depreciation costs.

Excluding one-off listing and associated expenses of S\$1.5 million, the Company's net loss would have been S\$0.6 million in 1H2023.

Following NoonTalk Media's successful IPO last year, the Company's balance sheet remains healthy, with cash and cash equivalents standing at S\$6.6 million as at 31 December 2022. This has contributed to a robust net cash position of S\$5.5 million for regional business.

Commenting on the Company's 1H2023 results, Mr Dasmond Koh, Executive Director and CEO of NoonTalk Media said, "***Following the Company's IPO in November 2022, we find ourselves in an ideal position to seize the exciting opportunities coming our way. As we continue to build our portfolio of artistes and staff strength, we are ready to see the next phase of growth. We believe a stronger balance sheet post-IPO will provide us with sufficient resources to pursue regional collaborations and engage in other creative endeavours.***"



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Business Outlook

As Asia returns to post-pandemic normalcy, it is seeing a shift away from virtual events. Considering the Company's expansive in-house curation and production expertise as an integrated media solutions provider, NoonTalk Media is well-positioned to capitalise on growing enquiries for live events. The Company intends to expand its pool of talents both locally and regionally to increase revenue contributions from its Management and Events segment.

Building on the success of its latest film release "The Antique Shop" in June 2022, the Company plans to strengthen its regional presence with more film and drama productions featuring regional collaborations and exploring socially-relevant and compelling themes. NoonTalk Media will continue to invest in innovative multimedia technologies and infrastructure to ensure that the Company remains at the forefront of content creation and production. As at 31 January 2023, the Company has an order book of S\$1.4 million.

Mr Dasmond Koh added, "***We are optimistic about the overall growth of the Company as demand for live events picks up again. The burgeoning number of audiences who value live experiences and are willing to spend more on events and live shows is a clear sign. We will continue to strengthen our multimedia segment with more innovative ideas and work closely with our artists to secure higher value projects on their behalf. As of this moment, we believe we have the right strategies in place to scale greater heights by the end of the year.***"



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In 1H2023, the Company completed a significant number of projects, including

Completed Projects	Completion Month
PRODUCTION	
MHA Drugs and Penalty	Jul-22
Relife Project	Jul-22
Chinatown Mid Autumn 2022	Aug-22
Patron of the Arts	Aug-22
PCF Videos 2022	Sep-22
Online Series - Staying Together	Dec-22
ChildAid 2022	Dec-22
Northpoint City Production	Dec-22
One PARTY 2022	Dec-22
Qatar Airways (Neymar Challenge)	Dec-22
Football Mania Event at Jewel Changi Airport	Dec-22
PROJECT MANAGEMENT	
My Story 2022	Dec-22



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The following events were held at the studio of NoonTalk Media.

Events	
Nothing Phone Launch	Aug-22
NTU SCSE's Gala	Sep-22
Poker After Dark	Sep-22
Chopard Love Cinema	Oct-22
Bentley Flying Spur	Oct-22
KRATE	Oct-22
BAZAAR Asia NewGen22 Fashion Award	Nov-22
CHAB Roche Red 2022	Nov-22
Startup IR Pitch Event	Nov-22

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About NoonTalk Media

NoonTalk Media Limited is a Singapore-based media entertainment company that specialises in artiste and talent management, multimedia production, and event conceptualisation. The Company aims to be Singapore's leading media and entertainment platform in creating quality entertainment content and to inspire a vibrant media landscape in Singapore, with a particular niche in Chinese-language media productions.

The Company taps on its comprehensive suite of service offerings to be a one-stop provider of high-quality, bespoke events and entertainment solutions that can be adapted to suit the particular demands of its clients for any project.



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This press release has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this press release, including the correctness of any of the statements or opinions made or reports contained in this press release.

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